



résumé

Samantha Aikenhead

Sam is an excellent communicator who enjoys working as part of a team to develop dedicated, client orientated proposal documents.

She has a background in public affairs and lobbying and a particular specialism in local government and planning communications. In her previous employment she successfully helped a range of clients gain planning permission by designing and implementing tailored communications programmes and effective consultation and stakeholder engagement strategies.

Sam focuses on achieving tangible results for clients.

What Sam would bring to your team

Sam's strong written skills will enhance the quality of your bid. Her attention to detail will ensure a thorough approach to reviewing and editing tender proposals and that the responses clearly communicate key aims and capitalise on areas of strength.

Sam's particular experience in consultation and stakeholder engagement brings significant specialist knowledge to bid teams who must address this critical aspect as part of their delivery proposals.

Sam is an accredited consultation practitioner with:

- Experience in researching the driving motivations of central and local government and public bodies to provide a background and driving force in developing client strategies
- Knowledge of working within consultation guidelines and their development through the Planning Act 2008 and the Localism Bill
- Experience in developing public affairs and media communications strategies to deliver an effective and timely message to the appropriate audiences

Sam's personable nature and ability to quickly integrate with new teams and work effectively with people brings considerable benefits to every project she is involved in.



EXAMPLE ASSIGNMENTS:

- **High Speed 2** - Devised a high-level stakeholder consultation strategy to guide the development of plans for high speed rail in the UK that was submitted to key decision-makers in the previous Labour administration
- **Planning** - A number of mixed-use development and regeneration projects to obtain planning permission. Projects have included retail, housing, office accommodation and employment aspects
- **Public Engagement** - Producing Statements of Community Involvement for clients to submit as additional planning documents
- **Consultation** - Organising public exhibitions and meetings with key political and community decision-makers and handling feedback